



WPEC
1100 Fairfield Dr
West Palm Beach, FL 33407

McLaughlin & Associates
566 S Rt 303
Blauvelt, NY 10913

Contract # 1397604

Schedule Dates 10/23/12-10/26/12
Advertiser Dina Keever For Florida State Attorney-R (74817)
Agency McLaughlin & Associates (9012)
Product POLITICAL CANDIDATE (ns) (1186)
Brand DINA KEEVER 10/23 (481494)
Salesperson TeleRep/DC, Washington DC (2995)
Sales Office TeleRep Washington DC
Buyer Name CAMPBELL, MARIANNE
Phone/Fax /
CPE 620
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments DINA KEEVER 10/23
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 10/22/12
Last Modified 10/22/12
Entered By Nancy Brutus
CO-OP No
Headline # 06389179
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$2,082.75
Net Total \$11,802.25
Sales Tax

West Palm Beach (WPEC)

By Broadcast Month	Spots	Rate
Oct. 2012	28	\$13,885.00
Grand Total:	28	\$13,885.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	10/23/12-10/26/12	2	:30	9A- 10A (EST)	4		X	X	X	X			4	\$300.00	\$1,200.00	West Palm Beach (WPEC)		10/22/12
2.0	Normal Line / SPOT (2)	10/23/12-10/26/12	2	:30	10A- 11A (EST)	4		X	X	X	X			1	\$340.00	\$340.00	West Palm Beach (WPEC)		10/22/12
2.0.1	Closed Preempt (2)	10/23/12															West Palm Beach (WPEC)	Sold Out/Exception -	
2.0.2	Closed Preempt (2)	10/23/12															West Palm Beach (WPEC)	Sold Out/Exception -	
2.0.3	Closed Preempt (2)	10/23/12															West Palm Beach (WPEC)	Sold Out/Exception -	
3.0	Normal Line / SPOT (3)	10/23/12-10/26/12	2	:30	11A- 12P (EST)	4		X	X	X	X			1	\$625.00	\$625.00	West Palm Beach (WPEC)		10/22/12
3.0.1	Closed Preempt (3)	10/23/12															West Palm Beach (WPEC)	Sold Out/Exception -	
3.0.2	Closed Preempt (3)	10/23/12															West Palm Beach (WPEC)	Sold Out/Exception -	
3.0.3	Closed Preempt (3)	10/23/12															West Palm Beach (WPEC)	Sold Out/Exception - higher cash in breaks due to political or adv	
4.0	Normal Line / SPOT (4)	10/23/12-10/26/12	2	:30	12P- 12:30P (EST)	4		X	X	X	X			4	\$525.00	\$2,100.00	West Palm Beach (WPEC)		10/22/12
5.0	Normal Line / SPOT (5)	10/23/12-10/26/12	2	:30	12:30P- 2P (EST)	4		X	X	X	X			4	\$565.00	\$2,260.00	West Palm Beach (WPEC)		10/22/12
6.0	Normal Line / SPOT (6)	10/23/12-10/26/12	2	:30	2P- 3P (EST)	4		X	X	X	X			4	\$450.00	\$1,800.00	West Palm Beach (WPEC)		10/22/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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1100 Fairfield Dr
West Palm Beach, FL 33407

McLaughlin & Associates
566 S Rt 303
Blauvelt, NY 10913

Contract # 1397604

Schedule Dates 10/23/12-10/26/12
Advertiser Dina Keever For Florida State Attorney-R (74817)
Agency McLaughlin & Associates (9012)
Product POLITICAL CANDIDATE (ns) (1186)
Brand DINA KEEVER 10/23 (481494)
Salesperson TeleRep/DC, Washington DC (2995)
Sales Office TeleRep Washington DC
Buyer Name CAMPBELL,MARIANNE
Phone/Fax /
CPE 620
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments DINA KEEVER 10/23
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 10/22/12
Last Modified 10/22/12
Entered By Nancy Brutus
CO-OP No
Headline # 06389179
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$2,082.75
Net Total \$11,802.25
Sales Tax

West Palm Beach (WPEC)

By Broadcast Month	Spots	Rate
Oct. 2012	28	\$13,885.00
Grand Total:	28	\$13,885.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
7.0	Normal Line / SPOT (7)	10/23/12-10/26/12	2	:30	3P- 4P (EST)	4		X	X	X	X			4	\$340.00	\$1,360.00	West Palm Beach (WPEC)		10/22/12
8.0	Normal Line / SPOT (8)	10/23/12-10/26/12	2	:30	4P- 5P (EST)	4		X	X	X	X			4	\$525.00	\$2,100.00	West Palm Beach (WPEC)		10/22/12
9.0	Normal Line / SPOT (9)	10/23/12-10/26/12	2	:30	11P- 11:30P (EST)	2		X	X	X	X			2	\$1,050.00	\$2,100.00	West Palm Beach (WPEC)		10/22/12
10.0	Normal Line / Prime (10)	10/23/12-10/23/12	3	:30	8P- CBS-NCIS (Tuesday)			1							\$4,000.00		West Palm Beach (WPEC)		10/22/12
10.0.1	Closed Preempt (10)	10/23/12															West Palm Beach (WPEC)	Sold Out/Exception -	
11.0	Normal Line / Prime (11)	10/26/12-10/26/12	3	:30	9P- CBS-CSI New York (Friday)						1				\$1,000.00		West Palm Beach (WPEC)		10/22/12
11.0.1	Closed Preempt (11)	10/26/12															West Palm Beach (WPEC)	Sold Out/Exception - higher cash in breaks due to political or adv	
12.0	Normal Line / Prime (12)	10/26/12-10/26/12	3	:30	10P- CBS-Blue Bloods (Friday)						1				\$2,000.00		West Palm Beach (WPEC)		10/22/12
12.0.1	Closed Preempt (12)	10/26/12															West Palm Beach (WPEC)	Sold Out/Exception - higher cash in breaks due to political or adv	

CONFIRMATION CONTRACT

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WPEC
1100 Fairfield Dr
West Palm Beach, FL 33407

McLaughlin & Associates
566 S Rt 303
Blauvelt, NY 10913

Contract # 1401606
Schedule Dates 10/30/12-11/02/12
Advertiser Dina Keever For Florida State Attorney-R (74817)
Agency McLaughlin & Associates (9012)
Product POLITICAL CANDIDATE (ns) (1186)
Brand DINA KEEVER 10/29 (482704)
Salesperson TeleRep/DC, Washington DC (2995)
Sales Office TeleRep Washington DC
Buyer Name CAMPBELL, MARIANNE
Phone/Fax /
CPE 642
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments DINA KEEVER 10/29
 ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 10/26/12
Last Modified 10/29/12
Entered By Nancy Brutus
CO-OP No
Headline # 06398361
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$2,139.75
Net Total \$12,125.25
Sales Tax

West Palm Beach (WPEC)

By Broadcast Month	Spots	Rate
Nov. 2012	18	\$14,265.00
Grand Total:	18	\$14,265.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	10/30/12-11/02/12	1	:30	9A- 10A (EST)	3		X	X	X	X			3	\$500.00	\$1,500.00	West Palm Beach (WPEC)		10/29/12
2.0	Normal Line / SPOT (2)	10/30/12-11/02/12	1	:30	12P- 12:30P (EST)	4		X	X	X	X			4	\$875.00	\$3,500.00	West Palm Beach (WPEC)		10/29/12
3.0	Normal Line / SPOT (3)	10/30/12-11/02/12	1	:30	12:30P- 2P (EST)	4		X	X	X	X			4	\$940.00	\$3,760.00	West Palm Beach (WPEC)		10/29/12
4.0	Normal Line / SPOT (4)	10/30/12-11/02/12	1	:30	3P- 4P (EST)	2		X	X	X	X			2	\$565.00	\$1,130.00	West Palm Beach (WPEC)		10/29/12
5.0	Normal Line / SPOT (5)	10/30/12-11/02/12	1	:30	4P- 5P (EST)	5		X	X	X	X			5	\$875.00	\$4,375.00	West Palm Beach (WPEC)		10/29/12

CONFIRMATION CONTRACT

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